

ORDER

KSNV

Orders
Order / Rev: 107368
Alt Order #: 06860522
Product Desc: JOE HECK 4 CONGRESS
Estimate: 2797
Flight Dates: 10/03/12 - 10/16/12
Original Date / Rev: 10/02/12 / 10/02/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Strategic Media Placement, Inc.
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heck, Joe for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	37	\$35,400.00	\$30,090.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	37	\$35,400.00	\$30,090.00	0.00
Totals	37	\$35,400.00	\$30,090.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	34%	\$35,400.00
Market	100%	\$104,117.65

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$33,317.65
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	25%	\$26,029.41
KTUD	1%	\$1,041.18
KVVU	4%	\$4,164.71
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$4,164.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/04/12	M-F 6-7a WakeUp w/WagM	CM	6-7a	--WT---	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WT---			2			\$700.00		0.00			

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/04/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WT---	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WT---					2	\$700.00		0.00			
E 2	KSNV	10/08/12	10/10/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-W----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-W----					2	\$700.00		0.00			
E 3	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$700.00		0.00			
E 4	KSNV	10/10/12	10/12/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					1	\$900.00		0.00			
E 5	KSNV	10/09/12	10/09/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$900.00		0.00			
E 6	KSNV	10/12/12	10/12/12	Today Show Today Show	CM	658a-9am	----F--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$900.00		0.00			
E 7	KSNV	10/15/12	10/16/12	Today Show Today Show	CM	658a-9am	MT-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					1	\$900.00		0.00			
E 8	KSNV	10/03/12	10/05/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$1,200.00		0.00			
E 9	KSNV	10/08/12	10/12/12	M-F Early News M-F Early News	CM	5-630p	MTW-F--	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTW-F--					4	\$1,200.00		0.00			
E 10	KSNV	10/15/12	10/15/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,200.00		0.00			
E 11	KSNV	10/04/12	10/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	---TF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					2	\$1,300.00		0.00			
E 12	KSNV	10/09/12	10/12/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	-T--F--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T--F--					2	\$1,300.00		0.00			
E 13	KSNV	10/04/12	10/05/12		CM	730-758pm	---TF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				FacetoFace/Ralston Rept											
				FacetoFace/Ralston Report											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	---TF--		2			\$900.00			0.00			
E 14	KSNV	10/08/12	10/12/12	FacetoFace/Ralston Rept	CM	730-758pm	M-W-F--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
				FacetoFace/Ralston Report											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	M-W-F--		3			\$900.00			0.00			
E 15	KSNV	10/15/12	10/15/12	FacetoFace/Ralston Rept	CM	730-758pm	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----		1			\$900.00			0.00			
E 16	KSNV	10/10/12	10/11/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WT---	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--WT---		2			\$1,200.00			0.00			
E 17	KSNV	10/08/12	10/11/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-WT---	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	M-WT---		3			\$1,200.00			0.00			
E 18	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M-----		1			\$1,200.00			0.00			
E 19	KSNV	10/06/12	10/13/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	2	\$700.00
				News 3 Sunrise SATURDAY											
				150											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S-		1			\$350.00			0.00			
Week: 10/08/12		10/08/12	10/14/12	-----S-		1			\$350.00			0.00			
E 20	KSNV	10/03/12	10/07/12	Wake Up Early w/ Wagn	CM	430a-5a	--WT--S	:30	2	\$100.00	2	0.00	NM	2	\$200.00
				Wake Up Early Wagners											
				EARLY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	--WT--S		2			\$100.00			0.00			
													Totals	37	\$35,400.00